shot Three Times After All-Night Search of Fifth Avenue-Broadway Block top of the car by other detectives, who fired several shots at them. In the line-up at Police Headquarters Van Gulik, Finkel and Rubin were identified as having been connected with other crimes. Beitzer was not in the line-up. Magistrate Nolan, in Yorkville. One of Four Safe Blowers

lewel Thieves Get \$8,000 the three morrow.

Headquarters of Girl Scouts Plundered and Storeroom Is Wrecked by Robbers

response to a summons

both legs by Patrolman Gashum, of 1200 East New York Avenue, a, and Henri Van Gulik, thirty-18 South Fourth Street, Brook-itzer is in Bellevue Hospital. Trailed to Hiding Place

Captain Stapleton of the loft squad ceived a tip that the safe of the dry odd concern of Calhoun. Robbins & , at 855 Broadway, was to be blown search of a pay roll of \$120,000. The an of the yeggmen was to make a le in a wall leading from an adjoin-y building, according to the informa-in received. In the afternoon four

the Street entrance of the building at 10 Broadway. At 4:30 o'clock Tues-ay afternoon Beitzer was joined by is three companions. The four Margal the asselves in the building.

Burglars' Kit Found

Street. ctoss the nine-story building at 133 Fifth Avenue. The four men then went to the third floor and hid in the private office of Joseph Friedman.

The detectives scattered in all directions, getting into as many buildings as possible. The uniformed policemen also started a search of the buildings. The police were hampered in the search by their unwillingness to pry doors open. The Helmes Detective Agency was called on the phone, and within a short time a number of their uniformed representatives were hurrying through short time a number of their uniformed representatives were hurrying through the street, opening doors for the police. At midnight the search was halted until daylight. In the mean time the burglars looked through the windows and watched the police below. The burglars now realized that they were playing a losing game, but had no thoughts of surrender.

Chase Begins With Shots

At daybreak the detectives entered the building at 133 Fifth Avenue. They searched the first and second floors thoroughly. They reached the third floor and caught sight of the men in Friedman's office. The robbers saw the police at the same time. Two of the quartet ran to a rear fire escape, the



HUDSON TERMINAL BLDG

Avenue-Broadway

Block

Ine-up. Magistrate Nolan, in Yorkville
Court, fixed bail at \$10,000 in each of
the three cases for examination tomorrow. Beitzer will be arraigned as

The police made public no report or

badges, golden eaglets, Scout rings an other devices and insignia used in th organization to distinguish girls wh have proved to be good Scouts. Wha use may be made of these articles by a burglar was puzzling many of the leaders of the Scouts yesterday after-noon, including Mrs. Nicholas Brady. A score or more olive drab serge uniforms for Girl Scout officers, arms-

Although the police were notified immediately after the discovery of the robbery, detectives did not arrive from the 25th Precinct until near noon, and all Scout headquarters were kept idle until these investigators had surveyed the operations of the robbers.

The Girl Scouts carry \$3,000 insurance on the looted stock. No accurate estimate of the loss could be made, it was said, until an inventory has been

was said, until an inventory has been

Violinist Says Dead Wife

Chose New Spouse for Him fectives by way of various stairways reached the fifth floor. Here they found a complete yeggmen's outfit, inloding drills, jimmies, hammers, a Batavia, Ill., school teacher, in the reaches, mallets, four pairs of gloves, autumn. His wife also was a Between

"In the night I could sense her presence." he said, "and she molded m thoughts. I followed her guidance im for the best. and always things turned out

Very Specially Priced at

Mahaney, Head of Heating Firm, Testiffers

Market Steambiller Association and white decidents with Heating of the jury lock for particle to round up make the fore data is \$1000 to reach a 1500 to reach a 15

Stern Brothers

West Forty-Second Street - . West Forty-Third Street.

750 pairs of Men's

Imported All-Wool Golf Hose

All very fine quality in smart, ribbed effects just

received from abroad.

Tans, Browns, Grays, and Heather Mixtures with distinctive cuff designs.

Hose which will lend an additional note of smartness to any golf outfit.

Eight

This is the World's

Safest Motor Car

"We are prepared to show that this new Cole

Eight Ninety is the salest car on slippery paving

—the safest car on sharp turns at high speed—

the safes car on the precipitous dimb or on the

even more dangerous descent—the safest car in

traffic where life is a matter of inches and where

you graze fenders with fools—safest wherever

brakes, acceleration and perfect balance count."

Would you like to ride in "the world's

safest motor car?" We will gladly

take you whenever you are ready.

-From an advertisement by the Cole Motor Car Company, Indianapolis, pages 102-103, in The Saturday Evening Part, May 20, 1922.

Cole Motor Company of New York, Inc. 1850 Broadway, at 61st Street **NEW YORK CITY**

Ninety

Asked by Enright
Delayed Until Fall

One of the position of th

BATTEN



People won't think any such thing

People don't think very much about what you do or say.

Your new suit of clothes, the new paint on your house. the thing you said in your last advertisement-none of these things made half the impression on others that you thought it would.

Many an advertiser has cut interesting matter from his advertisements because he was afraid "the public would misconstrue that," or "people might resent such a statement." Honestly now, did · you ever hear of the public seriously resenting or misconstruing anything that was said in an advertisement?

People haven't that much time.

Our actions are not formed on cold, logical judgments, but are the results of untraceable impressions and instincts.

Consider this:

Not more than one man in a thousand can tell you why he smiles when he is amused or frowns when he is displeased. The other nineninety-nine say that it's the natural thing to do and let it go at that.

You cannot expect a person who does not know why he frowns to be accurate and explicit in his reasons for preferring one cigarette over another or one newspaper over

People think. But their actions and preferences spring from something deeper than their thoughts.

Habit, iteration, and long, unconscious or semi-unconscious observation have their

Do not fear that people will pick out some little phrase in your advertising and place a wrong construction on it. Fear rather that they will not be sufficiently interested to read

It is not being misunderstood that prevents an advertisement from getting action. Absolute indifference is the danger to avoid.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single executive and would like to receive copies, write us.

George Batten Company, Inc.

Advertising

10 State Street

381 Fourth Avenue New York

Chicago McCormick Bldg.

Moulding favorable public opinion for articles or services that deserve it

TT STANDS FOR THE HIGHEST STANDARD OF QUALITY AT THE LOWEST POSSIBLE COST

W.L.DOUGLAS NAME AND PORTRAIT IS THE BEST KNOWN SHOE TRADE MARK IN THE WORLD

WEAR W.L.DOUGLAS SHOES AND SAVE MONEY HIS NAME AND THE RETAIL PRICE IS STAMPED ON THE SOLES OF ALL SHOES AT THE FACTORY WHICH PROTECTS YOU AGAINS UNREASONABLE PROFITS

\$7.00 & \$8.00 SHOES FOR MEN AND WOMEN

ALSO MANY STYLES AT \$5.00 & \$6.00 W.L.DOUGLAS PRODUCT IS GUARANTEED BY MORE THAN FORTY YEARS EXPERIENCE IN MAKING FINE SHOES

They are made of the best and finest leathers, by skilled shoemakers, allworking to make the best shoes for the price that money can buy. The quality is unsurpassed. Only by examining them can you appreciate their wonderful

value. Shoes of equal quality cannot be bought elsewhere at anywhere near our prices. Our \$7.00 and \$8.00 shoes are exceptionally good values. W. L. Douglas shoes are put into all of our 108 stores at factory cost. We do not make one cent of profit until the shoes are sold to you. It is worth dollars for

you to remember that when you buy shoes at our stores YOU PAY ONLY ONE PROFIT. No matter where you live, shoe dealers can supply you with W. L. Douglas shoes. They cost no more in San Francisco than they do in New York. Insist upon having W. L.

Douglas shoes with the name and retail price stamped on the sole. Do not take a substitute and pay extra profits. Order direct from

the factory and save money. W. L. DOUGLAS STORES IN GREATER NEW YORK:

* 434 Knickerbocker Avenus.

JERSEY CITY—18 Newark Avenus.

*HOBOKEN—129 Washington Street.

*UNION HILL—276 Bergealine are.

*NEWARK—831 Broad Street.

*PATERSON—192 Market Street, cor.

Clark.

4.00 1450

Catalog Free

* 85 Nassau Street.

847 Broadway near 14th.

1495 Broadway (Times Sg.)

* 984 Third Avenue.

* 250 West 125th Street.

BROOKLYN

* 5524 Fifth Avenue, cor. 56th St.

* 706 Broadway, near Thornton St.

* 1367 Broadway, or. Gates Avenue.

* 478 Fifth Avenue, cor. 11th Street.

* 478 Fifth Ave., cor. 11th Street.

* 478 Fifth Ave., cor. 11th Street.

* 478 Fifth Ave., (Greenpoint)

* 449 Fulton Street.

* 400 L. Douglas Sboes for Women.